



Media Information

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SUBARU ANNOUNCES THIRD ANNUAL SHARE THE LOVE EVENT

Charity Partners: ASPCA, Big Brothers Big Sisters, Habitat for Humanity, Meals On Wheels and Ocean Conservancy

Cherry Hill, N.J., Nov 7, 2010 -

Subaru of America, Inc. has announced its third annual *Share the Love Event*. The company, which recently set an all-time sales record, will continue its mission to give back to charities in need.

"Over the last two years, Subaru of America, Inc. is proud to have donated nearly \$10 million to 5 great charities. Now we are bringing in two new charity partners; Ocean Conservancy and Big Brothers Big Sisters. We continue to generate a lot of excitement around this program with our employees, dealer body, and of course, our customers. Our customers inspired us to create this program to help give back to the community and help those charities that they believe in most," said Tim Mahoney, senior vice president and CMO, Subaru of America, Inc

The *Share the Love Event* will run from November 20, 2010 – January 3, 2011 and Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of one of the following five charities:

- The American Society for the Prevention of Cruelty to Animals (ASPCA)
- Big Brothers Big Sisters
- Habitat for Humanity
- Meals On Wheels Association of America
- Ocean Conservancy

About ASPCA

For more than 143 years, the ASPCA has been dedicated to helping animals live better lives, whether it's rescuing animals from abuse, introducing and enforcing more humane legislation, sharing resources with shelters or making advances in veterinary medicine.

About Big Brothers Big Sisters

For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. Most children served by Big Brothers Big Sisters are in

single-parent and low-income families or households where a parent is incarcerated. As the nation's largest donor and volunteer supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages 6 through 18, in communities across the country.

About Habitat for Humanity

Habitat for Humanity International is a nonprofit organization that welcomes to its work all people, regardless of religion, race or ethnicity, to build simple, decent, affordable houses in partnership with those who lack adequate shelter. Since its founding in 1976, Habitat has built or rehabilitated more than 350,000 houses, providing shelter for more than 1.75 million people in nearly 90 countries around the world.

About Meals on Wheels Association of America

Meals On Wheels Association of America (MOWAA) works every day with thousands of local Meals On Wheels programs and hundreds of thousands of volunteers who all share in the mission to end senior hunger. The organization provides the tools and information its programs need to make a difference in the lives of others. It also gives cash grants to local senior meal programs throughout the country to assist in providing meals and other nutrition services.

About Ocean Conservancy

Since 1972, Ocean Conservancy has promoted healthy oceans by informing, inspiring, and empowering people to speak and act on behalf of the ocean. Many people don't know that the ocean is the source of much of the food, water, and oxygen we need to live—it's the life support system for our planet.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of approximately 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. All Subaru products are manufactured in zero- landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife Habitat by the National Wildlife Federation. For additional information visit www.subaru.com.